

RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROL 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

January 16, 1998

RJR Account #611800

Mr. J. Beaver

STANDARD ROSENBAUM

FEBRUARY CTS: DORAL BUY 1 CARTON GET 5 PACKS FREE / PROMOTION #800021

Dear Joe:

DORAL Gratis product (6M), and matching Live product (12M), has been ordered, along with 15-Pack Carton Kits, Item #536813, and P.O.S. Kits, Item #536822 to pack and ship this promotion to participating retail accounts on the attached Customer List. Refer to the Customer List for specific distribution of product, displays and P.O.S. Kits.

DORAL BRAND STYLES	#/ (6M) GRATIS Cases	GRATIS UPC Code	#/ (12M) LIVE Cases	LIVE UPC Code
Light	A 2	12300-21861	A 2	12300-15112
Lt 100	B 4	12300-24987	B 4	12300-15212
Men Lt 100	A 2	12300-24990	A 2	12300-15812
FF	A 2	12300-21859	A 2	12300-16612
FF 100	B 4	12300-24988	B 4	12300-15312
Ult Lt 100	A 2	12300-24991	A 2	12300-16712

PO#21698
2/16- 2/4 to Mtn
2/16- 1/2 to Finkle

15-Pack Carton Kits (Item #536813)

SKU CUBE:

1.8512

SKU WT (w/o Product):

4.4800 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

20 Savings Cartons

Product / Display Arrival:

February 16, 1998

Ship Date to Retail:

Week of: February 16, 1998

EFT \$ Amount:

~~\$19,030.25~~

951513

9744.08

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Promotion Description:

Each Doral *gratis* case contains 60 five-pack offers. Place one live Doral carton into the promotional 15-pack carton and place one five-pack gratis offer into the 15 pack carton to complete the offer. Special complimentary tear-tape is on all *gratis* packs. Close and tape the display case.

Display Load: Twenty 15-Pack Cartons Per Display; ensure brand mix.
Brand Styles: Doral Lt / Lt 100 / Lt Men 100 / FF / FF 100 / Ult Lt 100

SHIP ONE P.O.S. KIT (ITEM #536822) TO EACH RETAILER LISTED.
SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
See attached 'Wholesaler Packing Instructions'

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you \$9.00 per live 12M case for all product packed and shipped to retail on a timely basis. This equates to **\$288.00 (32 (12M) case(s) @ \$9.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: R. Tanchyk
L. E. MacWilliams

Enclosure: Customer List
Wholesalers Packing Instructions

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

D-BCTNG5.DOC

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PROMOTION #800021: DORAL BUY 1 CARTON GET 5 PACKS**CUSTOMER LIST**

REFER TO 'WHOLESALE PACKING INSTRUCTIONS' FOR DISPLAY SET-UP

ONE 15-CARTON KIT (ITEM #536813) = TWENTY 15-PACK CARTONS PER SKU.

SHIP ONE P.O.S. KIT (ITEM #536822) TO EACH ACCOUNT LISTED.

BRAND LOAD PER DISPLAY:

ONE EACH (15-PACK CARTONS): DORAL LT/ LT MEN 100 / FF / ULT LT 100

THREE EACH (15-PK CARTONS) DORAL LT 100/ FF 100

#/ CARTONS PER STYLE

D O R A L

SR TER	SIS#	FULL NAME	ADDRESS	CITY	STATE		LT	LT	LT	FF	FF	ULT	VAP	SIS#	VAP DIRECT ACCT NAME	DIR ACCT SUPPLIER #
							100	100	100	100	100	100				
162303	704360	DOLLAR PLACE	2080 WESTERN AVE	GUILDERLAND	NY	GRATIS	10	20	10	10	20	10	611800		STANDARD ROSENBAUM	72926
						LIVE	20	40	20	20	40	20				
162304	175520	VITA MART	MILTON AVENUE	BALLSTON SPA	NY	GRATIS	10	20	10	10	20	10	611800		STANDARD ROSENBAUM	
						LIVE	20	40	20	20	40	20				
162304	500871	VITA MART	114 PARK AVE	MECHANICVILLE	NY	GRATIS	10	20	10	10	20	10	611800		STANDARD ROSENBAUM	
						LIVE	20	40	20	20	40	20				
162304	596446	SANTOSH K. RAIZADA	4 FIRE RD	CLIFTON PARK	NY	GRATIS	50	50	50	50	10	50	611800		STANDARD ROSENBAUM	
						LIVE	20	40	20	20	40	20				
162304	762959	THRUWAY BEVERAGE II	1184 STATE ROUTE 29	GREENWICH	NY	GRATIS	10	20	10	10	20	10	611800		STANDARD ROSENBAUM	0
						LIVE	20	40	20	20	40	20				
162306	130132	SHOPP ON THE GREEN	HEALY BLVD	HUDSON	NY	GRATIS	10	20	10	10	20	10	611800		STANDARD ROSENBAUM	8375
						LIVE	20	40	20	20	40	20				
162306	475428	TURNPIKE BEVERAGE	112 COLUMBIA TURNPK	RENSSELAER	NY	GRATIS	10	20	10	10	20	10	611800		STANDARD ROSENBAUM	15420
						LIVE	20	40	20	20	40	20				
162306	563785	THRUWAY BEVERAGE	1621 COLUMBIA TPKE	CASTLETON ON H	NY	GRATIS	10	20	10	10	20	10	611800		STANDARD ROSENBAUM	0
						LIVE	20	40	20	20	40	20				
162306	583069	BEVERAGE MART	79 MAIN AVE	WYNANTSKILL	NY	GRATIS	50	50	50	50	50	50	611800		STANDARD ROSENBAUM	15966
						LIVE	20	40	20	20	40	20				
162306	637167	J&J RETAIL INC.	DBA \$1.00 DEALS	RENSSELAER	NY	GRATIS	10	20	10	10	20	10	611800		STANDARD ROSENBAUM	

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THREE EACH (15-PK CARTONS) DORAL LT 100/ FF 100

CARTONS PER STYLE

D O R A L

SR TER	SIS#	FULL NAME	ADDRESS	CITY	STATE	LT 100	LT 100	LT MN 100	FF 100	ULT LT 100	VAP DIRECT ACCT VAP SIS# NAME	DIR ACCT SUPPLIER #
						LIVE	20	40	20	20	40	20
162306	769337	PITSTOP DISCOUNT BEV	176 ROUTE 66	HUDSON	NY	GRATIS	20	40	20	20	40	20
						LIVE	40	80	40	40	80	40
							4	8	4	4	8	4
											Number of Gratis / Live Cases Each	
						95					15-CARTON KITS, ITEM #536813	
						12					P.O.S. KIT, ITEM #536822	

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